

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

July 9, 1998

RJR Account #356150  
Mr. H. Bowen  
LAVIN CANDY CO.

## SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Harry:

Attached are August orders for Salem .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. *This product is being shipped @ .30¢ off-invoice.*

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

**PARTNERS 'BONUS' REPORTING DESCRIPTION      S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_**

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: 162301  
Enc. Retail Customer List  
Wholesaler Packing Instructions

AUGSAL.DOC

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LAVIN CANDY CO.

## AUGUST DELIVERY SALEM TEAR TAPE

\* \* \* UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT  
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED \* \* \*

PRODUCT PO # N/A

| <u>UPC Code</u> | <u>SALEM BRAND STYLE</u> | <u>#/ (6M) Cases @ .30¢ Off</u> |
|-----------------|--------------------------|---------------------------------|
| 12300-24194     | Full Flavor              | 1                               |
| 12300-24195     | Full Flavor 100          | 1                               |
| 12300-24196     | Light                    | 1                               |
| 12300-24197     | Light 100                | 1                               |

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$1,298.44

PACKING / SHIPPING PAYMENT \$19.00  
(4 (6M) promoted case(s) @ \$4.75).

### AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

**AUGUST DELIVERY**

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BPEN5BB3

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 23  
DATE: 98-06-29  
TIME: 09:42 AM

WHOLESELLER : 356150 LAVIN CANDY CO., INC. <DIRECT>  
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

| TERR   | ACCT   | NAME                | ADDRESS           | CITY        | ST | ZIP   | M85 |     | M100 |     | LT  |     | LT  |     | TAX | JURIS | SUPPLIER |
|--------|--------|---------------------|-------------------|-------------|----|-------|-----|-----|------|-----|-----|-----|-----|-----|-----|-------|----------|
|        |        |                     |                   |             |    |       | QTY | QTY | QTY  | QTY | QTY | QTY | QTY | QTY |     |       |          |
| 162201 | 178080 | NORMANS GROCERY     | ST REGIS AVENUE   | BLOOMINGDAL | NY | 12913 | 1   | 1   | 1    | 1   | 1   | 1   | 1   | 4   |     |       |          |
| 162201 | 767109 | E-M MARKET          | 156 BROADWAY      | SARANAC LAK | NY | 12983 | 1   | 1   | 1    | 1   | 1   | 1   | 1   | 4   |     |       |          |
| 162301 | 130258 | NADIM'S CORNER GROC | 495 RUGAR ST      | PLATTSBURGH | NY | 12901 | 3   | 3   | 1    | 1   | 1   | 1   | 1   | 8   |     |       |          |
| 162301 | 177790 | VILLAGE MEAT MARKET | ESSEX ROAD        | WILLSBORO   | NY | 12996 |     | 1   | 1    | 1   | 1   | 1   | 1   | 3   |     |       |          |
| 162301 | 177852 | LOUS GROCERY        | 38 SAILLY AVE     | PLATTSBURGH | NY | 12901 |     | 1   | 1    | 1   | 2   | 1   | 2   | 4   |     |       |          |
| 162301 | 177923 | H ROCKS GROCERY     | 959 ROUTE 22B     | SCHUYLER FA | NY | 12985 | 1   | 2   | 1    | 1   | 1   | 1   | 1   | 5   |     |       |          |
| 162301 | 498171 | SOUTHSIDE GROCERY   | 4788 CRETE BLVD   | PLATTSBURGH | NY | 12901 | 1   |     | 1    | 1   | 1   | 1   | 1   | 3   |     |       |          |
| 162301 | 668572 | EXPRESS LANE        | 20 BROAD ST       | PLATTSBURGH | NY | 12901 |     |     | 1    |     | 1   |     | 1   |     |     |       |          |
| 162301 | 619736 | CUMBERLAND BAY MKT  | 1544 CUMBERLAND H | PLATTSBURGH | NY | 12901 |     |     | 1    |     |     |     |     | 1   |     |       |          |
| 162301 | 679124 | BYRD'S COUNTRY STOR | 38 STATION RD     | WILLSBORO   | NY | 12996 | 1   | 2   | 2    | 2   | 1   | 1   | 1   | 6   |     |       |          |
| 162301 | 752635 | SMOKE-N-NEWS EMPORI | 5155 US AVE       | PLATTSBURGH | NY | 12901 | 3   | 3   | 3    | 3   | 3   | 3   | 3   | 12  |     |       |          |
| 162301 | 767981 | BILL'S MINI MART    | ROUTE 22B BOX 6A  | MORRISONVIL | NY | 12962 | 1   | 1   | 2    | 1   | 1   | 1   | 1   | 5   |     |       |          |

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 12 16 15 13 56

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 12 16 15 13 56

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# Salem '98

## 30¢ Off Pack Promotion

**NOW  
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

### SALEM '98 SNIPED PASTER

### SALEM SNIPED PACK REPLICA POS



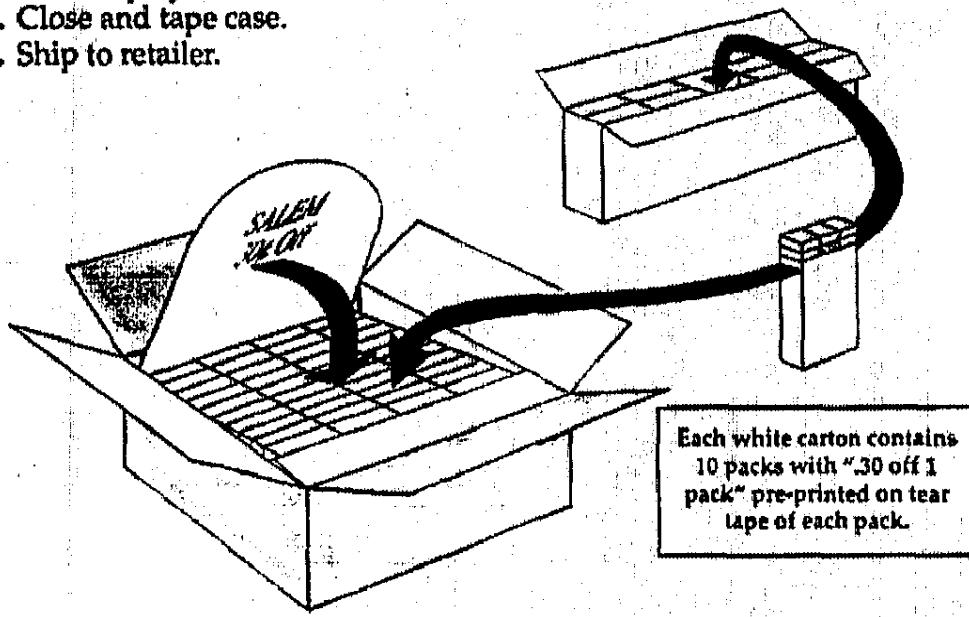
item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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**WHOLESALER PACKING INSTRUCTIONS****SALEM TEAR TAPE****3RD QTR.'98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item# 541964****MSA Promotion Reporting Description: SAL\_98\_30/1\_PK**

|                          |      |                          |         |        |  |  |
|--------------------------|------|--------------------------|---------|--------|--|--|
| <b>Brand Style</b>       | King | 100                      | LT King | LT 100 |  |  |
| <b>Number of Cartons</b> |      | Ship Number As Indicated |         |        |  |  |

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6/3/98